

“Tapping Into the Mexican and Canadian Markets” Exporting Workshop

Learn Step-by-Step the Process of How to Expand Your Business by Entering the Export Market

August 11, 2008 • Sturbridge, MA • 9:00 am – 4:30 pm

Discover the Opportunities in the Mexican and Canadian Food Markets and How Federal Assistance Programs Can Help Increase Your Export Sales!

Join Food Export–Northeast and the New Hampshire, Massachusetts, and Connecticut Departments of Agriculture, as well as the New Hampshire International Trade Center to learn first hand the opportunities in these food markets. According to the USDA, Foreign Agricultural Service in 2007, U.S. agricultural exports to Canada and Mexico reached more than \$25 billion. Additionally, discover federal assistance programs available to help U.S. food exporters break into these markets.



IN THIS SEMINAR, YOU’LL LEARN ABOUT...

- An overview of the Mexican and Canadian markets including discussions on the economy, geography, and demographics
- Market entry strategies for U.S. food companies
- Consumer trends in Mexico and Canada, including top exports and best product prospects
- Overview of NAFTA including rules of origin, certificate of origin, tariff schedules, and opportunities created for U.S. food companies with this free trade agreement
- Upcoming programs and activities in the Mexican and Canadian markets to help you meet targeted buyers
- Potential opportunities for your company in either of these markets through one-on-one meetings with the presenters

ALL PRE-REGISTERED ATTENDEES WILL RECEIVE:

- 50 percent off of primary market research services for Mexico and/or Canada through our MarketBuilder program
- Global Food Marketer, Food Export–Midwest’s and Food Export–Northeast’s newsletter

HURRY! Register for the workshop today. Space is very limited.

REGISTRATION

Registration deadline: August 1, 2008 • \$60 per person (includes lunch)

(Note: 50 percent surcharge applies on registration fees for all out-of-region companies.)



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FOR MORE INFORMATION Contact us at 312.334.9200 or info@foodexport.org for further information or fax this back to 312.334.9230.
(Note: This is not a registration form.)

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		PRODUCTS

- ☐ Check here and provide your company name and fax number if you **no longer want to receive faxes or e-mails** from Food Export–Midwest and Food Export–Northeast. You can also call or e-mail us at 312.334.9200 or info@foodexport.org.

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